

To: Segelke, R F.
From: McHugh, Michael
Posted: 11/14/97 13:29
Opened: 11/17/97 9:10
Subject: FWRD: Winston

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Ron:

Marshall forwarded me the information you sent him on Winston performance in reliable AIM accounts. Great job. This is how we all should be looking at our business.

Keep up the good work.

Mike

===== <Forwarded Letter> =====

From: Richards, M
To: MCHUGHM
Subject: FWRD: Winston
Posted: 11/12/97 18:09
Priority: Normal Priority

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As info....

Marshall

===== <Forwarded Letter> =====

From: Segelke, R F.
To: RICHARM1
Subject: Winston
Posted: 11/10/97 19:15
Priority: Normal Priority

Marshall,

The attached is a snapshot of Winston performance for 2nd, 3rd, and current for 9 accounts where AIM is reliable. I have also measured FP sales, RJR FP SOC, PM FP SOC and Marlboro SOC for the same periods. The variance line measures 2nd verses current however you will note that in most cases the trend are consistent 2nd to 3rd to current. The summary line is a total look at the 9 accounts.

While it is very early to judge the success of Winston "NO BULL", these figures are GREAT and are supporting everything I'm hearing from retail and consumers. It is nice to see Winston and RJR SOC FP up and PM and Marlboro down.

Thought you might be interested.

Ron

CC: Richards, M, 1200 - New York Region (SCULLYA)

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Demir		WIN SOC	WIN CPW	FP CPW	RJR SOC	PM SOC	MARL SOC
	6/29/97	5.7	9.7	171	16.8	59.7	43.4
	9/28/97	7	16.1	230	17.1	60.9	39.8
	10/19/97	8.9	17.7	200	19.4	60.7	40.4
Variance 6/29 - 10/19		3.2	8	29	2.6	1	-3
Main St. Minimart		WIN SOC	WIN CPW	FP CPW	RJR SOC	PM SOC	MARL SOC
	6/29/97	6.6	16.5	240	15.8	54.4	33.5
	9/28/97	6.7	16.2	252	16.8	55.9	37.1
	10/19/97	7.2	18.2	255	18.4	54.7	37.1
Variance 6/29 - 10/19		0.6	1.7	15	2.6	0.3	3.6
Kayla		WIN SOC	WIN CPW	FP CPW	RJR SOC	PM SOC	MARL SOC
	6/29/97	4.5	6.4	142	12.3	51.1	40.1
	9/28/97	4.8	9.5	196	12.7	46.3	35
	10/19/97	5.2	10.8	206	14	46.5	34.9
Variance 6/29 - 10/19		0.7	4.4	64	1.7	-4.6	-5.2
Ocean Gas		WIN SOC	WIN CPW	FP CPW	RJR SOC	PM SOC	MARL SOC
	6/29/97	7.4	13.6	183	18.3	48	34.4
	9/28/97	9.2	18.6	203	17.3	47.4	34
	10/19/97	8.2	16.6	202	18.3	46.2	31.9
Variance 6/29 - 10/19		0.8	3	19	0	-1.8	-2.5
Mikes Smokeshop		WIN SOC	WIN CPW	FP CPW	RJR SOC	PM SOC	MARL SOC
	6/29/97	4.8	10.2	215	18.2	54.5	39.9
	9/28/97	4.7	9.5	202	18.7	55.3	42.8
	10/19/97	5.7	11.4	201	19.2	54.2	41.8
Variance 6/29 - 10/19		0.9	1.2	-14	1	-0.3	1.9
Erkan		WIN SOC	WIN CPW	FP CPW	RJR SOC	PM SOC	MARL SOC
	6/29/97	5.3	14.7	278	15.3	61.5	42.7
	9/28/97	6.9	20.3	292	17.1	57.3	40.6
	10/19/97	7	20.7	295	16.4	59.3	41.5
Variance 6/29 - 10/19		1.7	6	17	1.1	-2.2	-1.2
S & S Petroleum		WIN SOC	WIN CPW	FP CPW	RJR SOC	PM SOC	MARL SOC
	6/29/97	4.6	9.4	204	17.5	60	36.5
	9/28/97	6	15.7	262	16.8	59.4	36.7
	10/19/97	7.4	16	216	21.2	52.8	31.4

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Variance 6/29 - 10/19		2.8	6.6	12	3.7	-7.2	-5.1	
Mr Roberts		WIN SOC	WIN CPW	FP CPW	RJR SOC	PM SOC	MARL SOC	
	6/29/97	4.8	6.8	142	12.7	49.5	38.8	
	9/28/97	5.3	9.1	173	14.4	51.4	37.5	
	10/19/97	5.7	8.9	156	15	49.7	36.5	
Variance 6/29 - 10/19		0.9	2.1	14	2.3	0.2	-2.3	
Volken Petroleum		WIN SOC	WIN CPW	FP CPW	RJR SOC	PM SOC	MARL SOC	
	6/29/97	4	8	199	14.7	60.8	43	
	9/28/97	4.6	10.6	230	13.1	61.1	42.3	
	10/19/97	6	13.6	227	15.5	59.7	42.4	
Variance 6/29 - 10/19		2	5.6	28	0.8	-1.1	-0.6	
		WIN SOC	WIN CPW	FP CPW	RJR SOC	PM SOC	MARL SOC	
Summary		1.51	4.29	20.44	1.76	-1.74	-1.6	